

The more you learn about Sinclair Broadcast Group's recent actions such as "REPORTER FIRED FOR PUBLICLY CRITICIZING PLANS TO AIR ANTI-KERRY DOCUMENTARY" on the PBS web site, or "Media Company to Preempt Primetime Programs to Air Film Critical of Senator Kerry" also on the PBS web site, or "Sinclair TV Company Pushes Owners' Agenda" at the ABC News web site, or "Anti-Kerry film sparks DNC response, Sinclair Broadcast Group orders its 62 stations to show movie next week; DNC files complaint to FEC" at the CNN web site, or "Using Free Airwaves for Dirty Tricks

As media power becomes consolidated, the potential for abuse becomes more serious" at the MSNBC web site, or "Sinclair bans Nightline war memorial" at the Salon web site, the more distasteful their actions become. What is so unbelievable to me as a citizen is Sinclair's response reported by Salon shown below:

In a prepared statement, Sinclair insists ABC's action, "appears to be motivated by a political agenda designed to undermine the efforts of the United States in Iraq." And that: "We do not believe such political statements should be disguised as news content." The markets where "Nightline" will be banned are St. Louis, Columbus, Ohio, Asheville, N.C., Greensboro, N.C., Charleston, W.Va., Mobile, Ala., Springfield, Mass., and Tallahassee, Fla.
(from Salon April 29, 2004)

Look at the markets where it was banned, they sure sound like battle ground states to me. Shame. Shame! Sinclair. Maybe Sinclair would like to remove the names from the Vietnam Memorial since it lists those who "gave the last full measure of devotion", in the words of Lincoln. Some how Sinclair's actions do not ring fair, nor true.

It is extremely disappointing that that a company like Sinclair, which reaches 25% of the US, or 75 million people. Let's make that number look like the number it is, 75,000,000. To reach that broad of an audience with programming this close to the election that is purported to be unbalanced and biased is at best maleficent and at worst represents serious and significant malfeasance with the PUBLIC's airwaves. No matter what side of issues individual voters come down on, we ALL deserve FAIR and BALANCED reporting. From other news outlet coverage, of the impending Sinclair broadcast it is clear that Sinclair is attempting to use its power in a way that does not honor the public trust nor uphold the public interests.

It truly seems unfortunate when common individuals, without the vast resources wielded by corporations, have to use their time to voice what common decency and fairness would dictate. Maybe the Sinclair Broadcast Group executives should read Robert Fulghum's "All I Really Need to Know I Learned in Kindergarten". I think they should pay close attention to the "Play Fair" portion of the credo that Fulghum voices.

At best we can only hope that if Sinclair chooses to air their political ad masquerading as news that they be held accountable and dealt with in swift and certain terms should a non-balanced program be what they offer the public.